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## WHAT IS CLAIMED IS:

- An interactive television system comprising:
  - a first input for receiving a first data stream;

a second input for receiving a second data stream, the first data stream having a higher priority than the second data stream; and

- a processing unit coupled to the first input and the second input, characterized in that the processing unit creates a gap in the first data stream for inserting at least a portion of data carried by the second data stream, the gap being selected in a location in the first data stream so as to allow the data carried by the second stream to be displayed as close to a desired time as possible without disrupting display of data carried by the first data stream.
  - 2. The system of claim 1, wherein the data carried by the first data stream is closed caption data.
  - 3. The system of claim 1, wherein the data carried by the second data stream is interactive television data including interactive content.
  - 4. The system of claim 3, wherein the portion of data carried by the second data stream includes a reveal command.
    - 5. An interactive television system comprising:
- a first input for receiving a first data stream having a plurality of first data units;
  - a second input for receiving a second data stream having a plurality of second data units; and
- a processing unit coupled to the first input and the second input, the processing unit including logic for:

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creating a gap between two first data units in the first data stream;

inserting a first portion of the plurality of second data units into the created gap;

detecting another gap in the first data stream; and electronically inserting a second portion of the plurality of second data units into the detected gap.

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- 6. The system of claim 5, wherein the plurality of first data units are closed caption data units.
- 7. The system of claim 5, wherein the plurality of second data units are interactive television data units including interactive content.
  - 8. The system of claim 5, wherein the created and detected gaps are time slots in a television signal containing no data units.
  - 9. The system of claim 8, wherein the created gap is as closed to a desired reveal time as possible.
- 25 10. The system of claim 5, wherein the first portion of the plurality of second data units includes a reveal command.
  - 11. The system of claim 5, wherein the two first data units are payload data.

- 12. An interactive television system including:
- a first input for receiving a first data stream having a plurality of first data units;
- a second input for receiving a second data stream having a plurality of second data units; and

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a processing unit coupled to the first input and the second input, the processing unit including logic for:

identifying time slots of a television signal assigned to the plurality of first data units in the first data stream;

reassigning a portion of the plurality of first data units assigned to particular time slots to earlier time slots; and

assigning at least a portion of the plurality of second data units in the second data stream to the particular time slots.

- 13. The system of claim 12, wherein the plurality of first data units are closed caption data units.
- 14. The system of claim 12, wherein the plurality of second data units are interactive television data units including interactive content.
- 15. The system of claim 12, wherein the portion of the plurality of second data units includes a reveal command.
- 16. The system of claim 12, wherein the portion of the plurality of first data units includes payload data.
  - 17. In an interactive television system, a method for merging a first data stream having a plurality of first data units with a second data stream having a plurality of second data units for transmitting in a television signal, the first data stream having a higher priority than the second data stream, the method comprising the steps of:

creating a gap between two first data units in the first data stream;

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inserting a first portion of the plurality of second data units into the created gap;

detecting another gap in the first data stream; and electronically inserting a second portion of the plurality of second data units into the detected gap.

- 18. The method of claim 17, wherein the plurality of first data units are closed caption data units.
  - 19. The method of claim 17, wherein the plurality of second data units are interactive television data units including interactive content.
  - 20. The method of claim 17, wherein the created and detected gaps are time slots in the television signal containing no data units.
  - 21. The method of claim 20, wherein the created gap is as close to a desired reveal time as possible.
  - 22. The method of claim 17, wherein the first portion of the plurality of second data units includes a reveal command.
  - 23. The method of claim 17, wherein the two first data units are payload data.
- 24. In an interactive television system, a method for merging a first data stream having a plurality of first data units with a second data stream having a plurality of second data units for transmitting in a television signal, the first data stream having a higher priority than the second data stream, the method comprising the steps of:

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identifying time slots of the television signal assigned to the first data units in the first data stream;

reassigning a portion of the first data units assigned to particular time slots to earlier time slots; and

assigning at least a portion of the plurality of second data units in the second data stream to the particular time slots.

- 10 25. The method of claim 24, wherein the plurality of first data units are closed caption data units.
  - 26. The method of claim 24, wherein the plurality of second data units are interactive television data units including interactive content.
  - 27. The method of claim 24, wherein the portion of the plurality of second data units includes a reveal command.
- 20 28. The method of claim 24, wherein the portion of the plurality of first data units includes payload data.

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